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POULTRY FEEDING FOR PROFIT





Poultry Feeding for Profit



Very truly yours
Chas. H. Typhoe

Author of "Incubation and Its Natural Laws."

Manufacturer of
Model Incubators, Brooders,
and
Poultry Foods

39-47 Henry Street,

Buffalo, N. Y.

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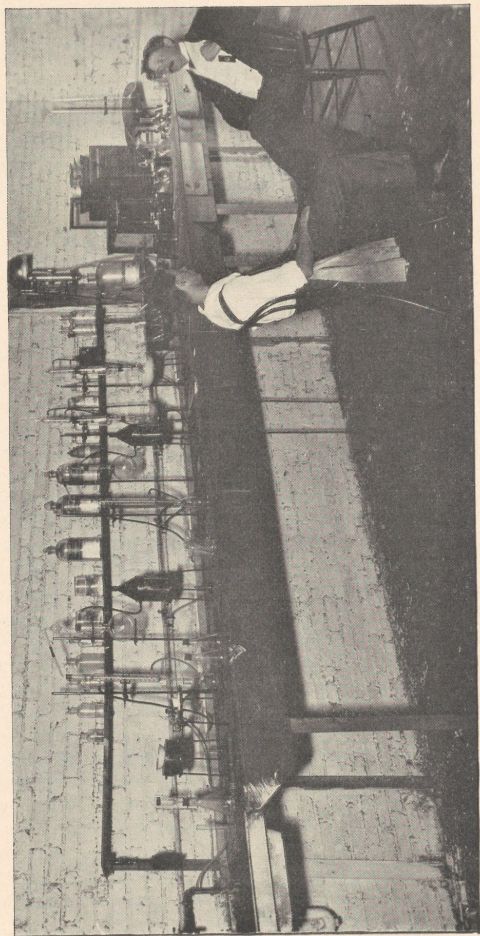
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INTRODUCTORY

To be eminently successful in any human effort is to direct that effort by the best knowledge that the state of the art has attained ; and then by observation and experiment add to the world's knowledge of that art. That I have been able to add something to the world's knowledge of artificial incubating and poultry raising has been a source of great pleasure to me. It is also of considerable satisfaction that I have been able to do some special work in practical poultry feeding, and have accomplished some results not commonly attained. During the past season I have proved conclusively that the germ of corn was causing a great deal of the death loss among the young chicks ; and I have evolved a method of feeding that has materially reduced the death loss on the duck farms, and which has produced a full-fledged five and one-half to six pound duck in from eight to nine weeks—and that without any roughage or green food, and in a manner otherwise contrary to the accepted rules of duck feeding.

The results of my past experience and experimental work are embodied in the *Model Foods*. In this pamphlet I will tell you what they are made of, how milled and compounded, and how they should be fed. It is not my intention to enter into any lengthy discussion of the science of feeding. I am simply going to tell how to produce results, based on past experience. I am going to tell you about the Model Foods, because I believe they are better than the average poultryman has facilities to make ; and better than other prepared foods, because compounded with the aid of a better knowledge of the needs of the birds ; and in a complete mill, fitted up for this special purpose, which cannot be honestly claimed by any other manufacturer. But few large dairymen mix their own feed, because they can buy it already mixed as cheaply from those who have the knowledge and proper facilities to compound it. The practical poultryman is beginning to realize that these same facts apply to his business, and is willing to leave the feed mixing to the man who knows how and has the necessary facilities.



THE MODEL LABORATORY

PROFITABLE FEEDING

Profitable feeding has mainly to do with the money value of the marketable product above the cost of the food fed to produce it.

An intimately associated factor, however, is the quality of the food as influencing the percentage of mortality.

After the poultry foods and methods of feeding have been mixed with a sufficient measure of knowledge to make it profitable, the question of degree only remains.

Generally speaking, poultry is now profitably reared. That is, a large percentage of those who undertake poultry culture meet with a measure of success. This was not true of the industry ten years ago, at which time, owing to the crude knowledge of the art, the failures were rather more numerous than the successes.

Among the successful poultrymen of to-day, however, there is a wide difference in the measure of success,—in the margin of profit. Predetermined theories and prejudices are allowed to guide rather than the results of patiently and carefully conducted experiments.

As a manufacturer of incubating and brooding appliances, it has been my lot to instruct many beginners in the art of artificial poultry rearing, and in the capacity of an expert to advise with and assist many large breeders, when some portion of their work was not producing the desired results.

Some beginners follow directions closely, and meet with a good measure of success. Others not so favorably situated to secure the proper foods, or lacking in time to give the necessary attention to the care and feeding, occasionally fail. The large breeders, too, occasionally have a streak of bad luck without any apparent cause. These things make me realize that if the poultry industry is to be put on a solid basis, on a profit and loss basis, with the balance on the right side, the prevailing methods must be altered,—that there must be devised some easier and more practical way to feed and grow poultry.

It has been my constant study to eliminate the unnecessary things, and to ascertain the essentials. To do this I had to learn the *reason why*. It was not always easy to determine the reason why when the same apparent methods of feeding would produce one result at one time, and an entirely different one at another. This reason why has taken much

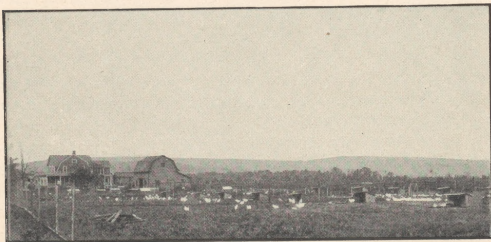
PROFITABLE FEEDING

study and consumed much time. The past season I have been able to give these problems more time and study than heretofore. I have established a laboratory and have had it busy analyzing foods. I have visited one lot of bad chicks after another and have been in consultation with farms rearing many thousand birds.

On two plants, one rearing over 8,000 chicks, and the other over 35,000 ducklings annually, I have been engaged in carrying out experiments to determine certain facts regarding the care and feeding of chicks and ducklings to produce the best results with the least care. From our past experiments it is clearly evident that on the hen farm, with the outlay of less than \$2,000, we will be able to increase the yield to 16,000 birds, i.e., by reason of the increased efficiency of the methods, double the output of the past season. On the duck ranch, with an increase of the hatching capacity only, we will be able to increase the output by one-third, by reason of the quicker growth produced.

It will pay you to try my methods and the Model Foods. If these directions do not harmonize with your methods, try competitive pens, side by side, one on your method and one on mine, and note the results. Do it at the same time, as conditions from time to time differ, and one is apt to forget and consider past successes greater than they really were. If you are skeptical, I ask nothing better than a competitive test.

Unless you are already unusually successful, study the following suggestions carefully.



CHARLES A. CYPHERS' EXPERIMENTAL FARM

PROFITABLE FEEDING

FEEDING BABY CHICKS

Our grandmothers raised their chicks on corn meal. If any died from indigestion they were found when discovered to be trampled flat and the old hen got full credit for having stepped on and killed them. She probably did after they were too weak to keep out from under her feet.

The corn meal was moistened and made into a dough, and when some progressive individual, thinking that a variety would be better, added other meals to the corn product, it too was made into a dough before feeding. This was called a mash. Mash feeding continued to be the principal method of rearing baby chicks up to very recent times.

Mash feeding requires an expert to do it successfully. At feeding time the stronger chicks gorge themselves with the feed, while the weaker ones are jostled back and slowly starve to death. Indigestion follows over-feeding on the soft feed, which more often than not is ill-proportioned; and only the stronger chicks withstand the process.

The wheels of progress keep turning, however, and the next step was to bake the dough and then feed it in a dry and crumbly state. This was called Johnny cake. It was difficult to bake it sufficiently to keep it from souring and the process entailed so much labor that it never found popular favor.

The great majority of persons who rear chickens have other occupations, and the chick feeding must be done hurriedly. The wife and mother who rears her several broods of chicks every spring, that the family table may be supplied with fresh eggs and poultry meat and the surplus traded for necessities or sold for pin money, has her other cares and duties and the chicks may not occupy too much of her time. The business man or clerk who keeps his flock for pleasure or profit has no time for baking cakes, and the poultryman who is in the business for a livelihood knows that the more he can reduce his work to simple methods the more he can accomplish, the more birds he can care for, and, incidentally, the more money he can make.

There are but two prime factors in feeding, i.e., to feed such food as will furnish complete nourishment without undue waste, and in such a form that it will not overtax the digestive system to assimilate it.

PROFITABLE FEEDING

Corn meal will furnish complete nourishment provided enough be eaten and digested, but it contains too large a percentage of what we term carbo-hydrates, or heat- and fat-forming material, and but a small percentage of nitrogenous or flesh-forming material, and the system is overworked in its endeavor to secure enough of the nitrogenous elements. The digestive system is not only overworked, but the surplus carbonaceous material is wasted. To get the best results, the food must be nicely balanced. To get a mash food nicely balanced requires more care than the average feeder has the time and facilities to give it.

Dry feeding, with a miscellaneous assortment of whole seeds and broken grains, was the logical outcome of experience, that great teacher that so often leads us to right paths before we learn the reason why. At first the mixture was principally corn and wheat. From time to time other grains and seeds were added, until a wide mixture was obtained. A large assortment of seeds and grains not being easily obtainable by all, the prepared chick food naturally resulted. We now have these prepared foods by the score. Almost every seed dealer who happens to have a waste product, such as seed screenings, mixes it up with cheap grains, more often damaged than not, and makes a new brand of chick food, wholly unmindful of the results that may be produced by its feeding. Only properly compounded and correctly fed mixed food produce the profitable results.

When first beginning to feed mixed seed and broken grain food, it was scattered sparingly in the litter with a view to



A MODEL BROODER

PROFITABLE FEEDING

making the chicks work for all they ate. It was supposed that this "work to live" system was necessary to the chicks' digestion, and that it was the freedom from over-feeding and the exercise wherein the chief merit lay, rather than in the feed itself.

It was observed that as soon as the chicks were old enough to go to a given spot for their food, they could be hopper fed with as good results as by any known method of feeding. They would eat what they wanted and when they wanted it, none were over or under fed, and they looked just as diligently for seed and insects as though they did not have a hopper of grain and meat food before them all the time. Who the first man was to hopper feed we shall probably never know. I know one old poultryman who fed his hens in this manner over twenty years ago, while a clerk in Boston, for the reason that he did not see them but once a day. Undoubtedly others have been feeding in this manner for many years. The merit of the system did not become fully appreciated until very recently.

Deducing the reason for the good results of hopper feeding on growing stock and adult birds, it did not take long to find the reason why dry feeding was producing good results on the young chicks. There was still room for improvement, as the death loss was still too great, but on an average the results were so much better than heretofore that the system generally commended itself to all who tried it.

As already stated, it was at first thought that the chief merit lay in the exercise and freedom from over feeding. To prove that the exercise had nothing to do with it, I bedded down a pen of newly hatched chicks with an equal mixture of fine cut clover and granulated chick feed, and another with a mixture of one part sand and two parts chick feed. This bedding was in each instance removed at the end of the first week and thrown to older chicks to clean out the uneaten seed, and a fresh bedding put in, made up as before. This was allowed to remain for the second week, when it was cleaned out, rebedded with sand or chaff, and from then on the chicks were hopper fed. The brooding apparatus furnished the correct conditions in that particular, and this "eat when and what they want" system raised every bird in each brood. I have repeated this experiment

PROFITABLE FEEDING

time after time since, and have yet to fail to rear at least ninety-five per cent. of the birds, the food being composed of the proper ingredients and the brooding apparatus properly constructed and cared for.

I thus proved that the exercise had nothing to do with the virtue of the system, and that there was absolutely no danger of over feeding when the food was always before the chicks.

The principal virtue of the system lies in the chicks having the food accessible at all times, so that they can eat when they feel the need of it. Hopper feeding does not work well for the first two weeks, as somehow the inactive chicks do not readily find their way to it. On the other hand they will scratch around and look for food, which they will find if it is on a surface beneath their feet. It is the death of the inactive chicks that very largely causes the mortality during the first ten days under improper feeding. Where the inactive ones get all they need, and they once start to grow, they will make more and more effort to find food and will make good growth.

For this reason I find it a good plan to throw the feed thickly in the litter, whether the litter is chaff or sand. If a brooder is properly constructed, the hover compartment is well lighted and there is ample room in front of the hover to feed the chicks for the first week. In this space throw the feed thickly, so that even though a chick is blind in one eye, and the sight in the other is defective, it can find the food. Do not be afraid of the waste, because when cleaned out at the end of the week the litter can be thrown to older chicks, or thrown aside for the chicks to work through it when they get a couple of weeks farther along.

If the brooder has an exercising room in addition to the nursery compartment, as it should have, the feeding should be done in this compartment after the first week, and it will be well to throw the feed in the litter rather freely than otherwise.

HOPPER FEEDING THE CHICKS

While hopper feeding should not be solely depended upon until after the chicks are a month old, it in reality begins from the first day. No grain ration, however varied, will fully supply the needs of the chick without some meat food. For this reason a dish or hopper of beef scrap is placed before the

PROFITABLE FEEDING

chicks from the first. Very few of the chicks find it at first, but they gradually locate it and help themselves. There is no danger of their eating too much of it, as it is easily assimilated and produces rapid growth.

After the chicks are two weeks old give them a hopper of the cracked grain chick food mixture in addition to scattering it in the litter. From now on, however, less and less needs to be thrown into the litter; and the amount can be judged somewhat by the way they clean it up. With late fall and winter chicks, where they cannot get out on the ground, it is always well to scatter some of the feed in the litter a couple of times each day, so that they can busy themselves scratching for it; and it will be found that the chicks will work just as hard as though there were not a hopper of feed in the pen to which they could go and fill up in half the time. With winter chicks the house-life gets monotonous, and the scratching for feed in the litter gives them some diversion. Where raised on the colony plan during the natural breeding season, when they can be gotten out on the ground after the second week, the chicks will busy themselves without special feeding inducements, although the food should be thrown in the litter of the exercising compartment of the brooder until the chicks are a month old.

GRIT

Do not forget the grit. It is as necessary as the food, as without it they cannot digest the food. While in the brooder put in a handful of fine grit to each fifteen handfulls of food. After beginning to hopper feed put the grit in a hopper. Do this even after they are out of the brooder and on the ground. Few localities furnish enough sharp grit to satisfy the chicks, and if poultry has been reared on the land for several years all the suitable grit has been eaten off. On one farm last season, when poultry had been reared on the same plot of land for two years, I found the chicks dying with full crops for no other reason than that they were starving to death. They had eaten plenty of food but had no "teeth" with which to grind it into digestible consistency.

FEEDING MASH TO CHICKS

The only time it is profitable to feed a mash to chicks is

PROFITABLE FEEDING

when growing broilers. Here it is well to mash feed after the second week, beginning by feeding lightly once a day only.

As the feeder gains in experience he can increase the mash feeding to two feeds daily, but to do it safely one must have the experience to note the first indication of indigestion, or the results will be disastrous.

Considering the time required, it is doubtful if more than one feed of mash per day as a continuous process ever becomes profitable.

It will be understood that even when mash feeding the hopper feeding of grain and beef scrap is to be continued. They are the principal means of feeding at all times. The addition of a mash food forces the birds to a quicker development, and one feed a day can usually be fed without any danger of ill results, as the chicks only draw on the hopper food as they need it. Whether one mash feed a day is profitable or not will depend upon how fully the poultryman's time is occupied. Nearly all the famous South Shore roasters, which are reared by the thousands in the district South of Boston, are entirely hopper fed.

In raising breeding stock, early cockrels are often pushed to marketable condition as broilers, and the surplus kept to maturity are marketed as roasters. One mash feed a day for the broilers is then profitable, and two mash feeds a day for ten days or two weeks will finish off the roasters to advantage.

Good and profitable growth can be secured by straight hopper feeding.



MODEL FED ROASTERS

PROFITABLE FEEDING

FEEDING LAYERS

Whether feeding for market eggs, or eggs for hatching, I do not know of any method better than hopper feeding of mixed grains and beef scrap. Year in and year out this method will hold its own, in the hands of nine men out of ten, with any other method that can be devised.

If the pullets are hatched prior to June 1st, and have been hopper fed, they will begin laying early in the fall, and gradually increase so that by December they will be producing a fifty per cent. egg yield. This is providing the hens are not housed too closely. Fresh air must go with hopper feeding, and the house cannot be closed up tight, barring perhaps a few nights when the temperature goes considerably below zero. In Buffalo, where the winter temperature stood below zero more nights than it ranged above, I did not close the shutters in front of the coop, which represented the lower half of the entire front, but three nights last winter, and they were opened early the next morning. The pullets were left in open colony houses until snow flew, and had begun laying long before housing for the winter. At no time did the egg yield fall off, neither did the hens appear to mind the cold. They were well fed and well nourished, and a happier lot of hens it would be hard to find. They are now (September 10th) practically through the moult, and even when moulting heavily the egg yield did not fall below thirty per cent.

When gathering the eggs during the winter a few handfuls of grain were taken from the hopper and scattered in the litter. This the hens would scratch for the next day — not as vigorously as though they did not have the hoppers of grain and beef scrap before them, but they busied themselves in this manner to a sufficient extent to keep them in good health.

There have been volumes written on mash feeding of hens for market eggs. The burden of the whole song has been to feed just enough to supply the needs of the hen and make an egg every day. Just so much of this and so much of that, etc. To do it just right it took long practice, like a juggler's feat.

Where one man succeeds in getting November, December, and January eggs by prescribed feeding at given intervals, a

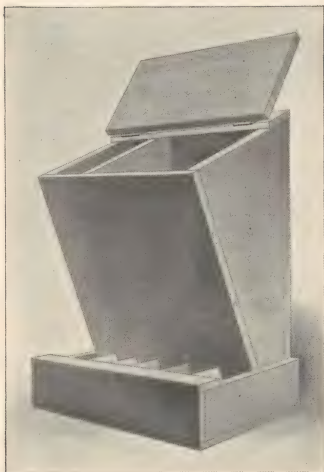


WINTER QUARTERS AT THE LAKEWOOD FARM, WHERE MODEL METHODS ARE EMPLOYED AND EXPERIMENTS
MADE WITH BROILERS AND LAYERS

MODEL FOODS.

SPECIAL DELIVERED PRICES QUOTED
UPON REQUEST.

If you are buying feeds in 500 lb. lots or more, and will write me your needs, naming your nearest freight station, I will quote delivered prices, so that you will know just what my Model Foods will cost you laid down at your nearest freight station.



FOOD HOPPERS.

If you are hopper feeding, I beg to call your attention to the Special Model Hopper. This is a wooden hopper, with narrow partitions in the feeding box, so that the fowl cannot throw the grain out.

PRICES.

Size 1 1/2 pks. \$0.50
" 3 pks., .75

CHAS. A. CYPHERS,

39-47 HENRY STREET,

BUFFALO, N. Y.

PROFITABLE FEEDING

dozen fail. More often than not the hens are under-fed during the winter when the weather is cold and over-fed during the spring after the winter breaks.

You ask how it comes that they can be over-fed when feeding at stated intervals and not when the food is before them at all times. When fed at intervals the strong chicks eat as long as there is any feed in sight, or until they are completely gorged, and the weak ones get too little. When there is a wide mixture of grains before the hens at all times they eat just what they want when they want it. It is not unusual to see one hen picking for the wheat or barley and another for the corn. Their instinct tells them what they need, and it is a better guide than any "balanced ration" advocate can figure out for them. All feeding grains with the exception of the peas will average low in protein and this is supplied by the hopper of beef scrap. They do not eat a great deal of this, only enough to piece out what the grains lack. The hen can always balance the ration up according to her needs, whether laying heavily or moulting. An old-time breeder, looking over my birds in the late spring after being hopper fed for nearly a year, stooped down and picked up one of the hens. He remarked in a tone of surprise that she was just in good laying condition. He expected to find her heavy with fat.

If there are any bad results to come from hopper feeding when there is a good mixture of grains, and the beef scrap is sweet and wholesome, I have yet to see them. The average number of eggs to be gotten by hopper feeding I believe to be as great as by any other method of feeding, and one can care for many times the number of fowls as by the routine method.

FEEDING GREENS

Greens should be fed sparingly. A little cabbage or mangel or sugar beets are good. Steamed short cut clover is one of the best greens, as it also acts as a tonic. Two or three feeds a week are enough. Last season all the greens I fed were two feeds a week of Spiced Clover Mash. This was made of shredded clover, gluten, oil meal, etc., salted and spiced, and acted as a tonic and appetizer.

PROFITABLE FEEDING

THE MODEL MILL

In fitting up the Model Mill no expense was spared to make it as complete as it was possible to make it. It is safe to say that no other mill for making poultry feed cost one-half as much, or is one-half as complete. First, there is ample bin room to carry the numerous cereals and by-products that enter into the manufacture of Model Foods. There are more than twenty different grains, seeds and by-products that are used in mixing Model Foods, beside the various products after milling, requiring over sixty bins in all. But few poultrymen have the market in which this combination can be gathered together. To buy these items in small quantities would cost more than my prepared foods cost. I buy each item in carload lots. Sometimes I take advantage of the market and buy several carloads of one item at one time. In this way I am able to protect myself against the season of high prices, and am able to keep up the grade, even when the market price of the separate seeds exceeds that of the selling price of my feeds. Profitable poultry feeding is my hobby, and as I know the quality of the feed must be kept up to a certain standard to produce given results, I see that this quality is maintained regardless of the fluctuating markets. It is a common experience to hear dealers complain that the average commercial poultry food does not come twice alike. The Model is guaranteed never to vary.

The facilities for handling and milling the feed in the Model Mill are of the best. To insure a perfect mixture, each 100-pound bag is bulked separately. This is done automatically by pulling a lever which empties a series of pockets, while a corresponding set is filling, and three separate batches of 100 pounds each can be bulked each minute. As each batch is bulked it is run to an automatic mixer which thoroughly mixes it before it reaches the bagging spout. No grain is handled by hand after it is shoveled from the car to the weigh-scale on coming in. It is all handled by elevators and conveyors until it reaches the bag and is weighed out.

All grains are carefully cleaned, cracked, and pearled. No flour is allowed to remain attached to the cracked grain product, to brush off and be wasted. You buy only that which is eaten up clean.

In manufacturing the cracked corn product for the chick

PROFITABLE FEEDING

and growing feed, a complete corn meal plant is employed, costing several thousand dollars. The germ of corn is rich in protein, but it is more economical and decidedly safer to give the protein in some other form. There is nothing in the food line that will kill chicks or ducklings faster than the least taint of ferment in this corn germ. This is one of the causes of the large mortality in late-hatched chicks. As long as the weather is cold and the food is kept in a cold place, the germ, if not heated in the bin after grinding, remains sweet. As soon as it is placed in a warm room it begins to ferment, and the least particle of ferment causes sour crop, and white or frothy diarrhœa, and the game is up. Time has been called on more flocks of chicks by reason of this corn germ ferment than by all other causes of chick mortality combined. In cracking, the grain is more or less heated in the mill, and if allowed to go direct to the bin with particles of germ adhering, fermentation is bound to follow. In the Model Mill the corn is first cleaned to remove the foreign matter. It is then coarsely cracked. From the mill it goes to a reel where the tailings, consisting of the eyes (germs) and hulls, are floated off, and it is graded into two sizes, fine and coarse. From here it goes to a double mill, one side for the fine and one for the coarse, which re-cracks it into grade and frees any remaining portion of the germ. From here it goes to pearlers, where the sharp corners and any remaining particles of germ-meal are removed. It now goes to the final graders and is then passed through air-belt purifiers, which cool it and remove any particles of flour or germ-meal that may be adhering to it. These air-belt purifiers leave the corn as cool as when first drawn from the storage bin.

Again, in the purchase of corn care is taken to select only well cured corn that is up to highest grade. Several cents a bushel could be saved buying less dry, or slightly heated corn, but this is fatal to the young stock. The starch of no grain is as easy of digestion as that of corn, and it is one of the most valuable of all feeding stuffs. On the other hand, no grain is so hard to keep sweet after it is cracked as the germ of the corn. In the Model Nursery and Growing Foods this germ is wholly removed and replaced by other foods rich in protein, but whose protein element is in different form, with good keeping qualities. Some dealers tell their custom-



STREET FLOOR — THE MODEL MILL

PROFITABLE FEEDING

ers that kiln-drying the corn keeps the germ from fermenting. This is not true, unless it be so thoroughly baked that the feeding properties are destroyed. In making kiln-dried corn meal or grits for export it is necessary, in order to make sure that it will not spoil, to remove every particle of the germ. The same apparatus is employed for this purpose that I employ in making the corn grits in the Model Chick and Growing Foods. Cracked corn thus treated is worth twenty per cent. more than ordinary cracked corn.

All food stuffs that go to make the Model Foods are analyzed before using. I have a complete laboratory and employ a chemist regularly for this purpose. No two lots of grain or other feed run alike. It is impossible to mix feeds intelligently without knowing their analysis. In mixing the ground or fine feeds this is particularly true. All the by-products vary greatly at different times and from different mills. The greatest difference is in the animal foods. These run all the way from thirty per cent. protein up to eighty per cent. The lower grades are always rejected, as I never use any running below sixty-five per cent. Some of the meat food employed in the broiler mash and in the special Model Duck Food is specially prepared for me by a new process, is soluble in water, and runs seventy-eight per cent. protein. It is, therefore, not only a concentrated food, but is easily digested and melts away rapidly in the fowl and is nearly all assimilated. There is but little waste.

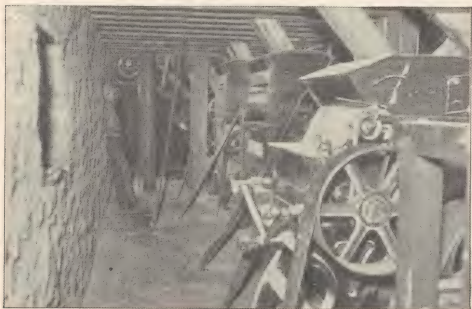
The use of foods that are easily assimilated is another feature of the Model Foods. Bulk is not necessary to the growing fowl, but is a hindrance. There is no profit in feeding it, but a loss. The amount of indigestible fiber in the Model Foods is reduced to the minimum. This is one reason why they will induce quicker growth and are more profitable to use than other mixtures — the reason why I am able to produce a plumper broiler or a full-fledged duckling in less time than the usual successful breeder.

QUALITY VERSUS PRICE

The prices on the Model Poultry Foods are as low as I can make them and maintain the quality. The value of a feed should be judged by the results it will produce and not by some preconceived idea of what it ought to cost. I claim

PROFITABLE FEEDING

for the Model Nursery Chick and Growing Foods that with their use there will be less death loss than with any other prepared food on the market, and probably less than with any other food you may have used. If this is true you want it. If not, I know you will not purchase it twice. I am desirous that the Model Foods should stand on their merits alone. You will not only purchase once, but many times. It is not only your first order that I want, but your future orders. Quality is, therefore, the first consideration, as the feed must produce results, it must be profitable to feed. You will have to pay just about so much for protein, no matter in what form you buy it. Why not then buy digestible protein and get the full benefit from it. In rearing chicks for broilers, every one you lose means the loss of ten, twenty, thirty, or forty cents in possible profit, according to the season of the year, i.e., according to the ruling price at the time it is marketed. In growing soft roasters, the loss of a chick may mean the loss of a possible dollar or more profit, the loss of a duckling from twenty cents to a dollar. In view of this fact do you need to count the cost very closely on the feed used during the early period of the youngster's life, when it eats but little at most in proportion to its growth? Give the Model Foods a competitive test with any other foods you may have been using. Do this and note the difference in the *mortality*, in rate of growth, or in the difference in the egg production, and you will find the results vastly in favor of the Model Foods.



PROFITABLE FEEDING



THE MODEL NURSERY CHICK FOOD

GUARANTEED ANALYSIS

Digestible Protein,	10.50	per cent.
Fat,	2.75	" "
Price, f.o.b., {	\$1.50	per 50-lb. bag.
Buffalo, {	2.50	" 100 " "

The Model Nursery Chick Food is made from degerminated corn, wheat, green peas, hulled oats, millets, rice, etc., selected and milled with a view to easy digestion and assimilation, which is the leading characteristic of all Model Foods. When the poultrymen who rear fifty per cent. of the chicks hatched make a good profit, as they do, how much more can be made when the losses are never over five or ten per cent.? Given a good brooding system, the rest depends entirely upon the feed. Such being the case, is it not a wise policy to use every care to see that the feed is of the best? With these facts in view every precaution is taken to see that the Model Chick and Growing Foods are made of selected grains, sweet and wholesome, and easy of digestion. The consequence is that they do the work intended for them—they successfully rear practically all the chicks fed on them.

Inasmuch as a meat food is highly essential to the proper development of the chick, each bag of feed contains a small separate sack of Model Beef Scrap. This is to be hopper fed from the first, so that they can have it as soon as the chicks can find their way to it.

This feed contains no grit, and a small handful of grit should be added to each fifteen handfuls of feed.

PROFITABLE FEEDING

THE MODEL GROWING FOOD

GUARANTEED ANALYSIS

Digestible Protein,	11.00	per cent.
Fat,	3.30	" "
Price, f.o.b., { 50-lb. bag, .	\$1.20	
Buffalo, { 100-lb. " .	2.25	

The Model Growing Food is made up of a little coarser grain mixture than the Chick Food, and not quite as large an assortment of grains. It can be fed after the third or fourth week, before the chicks are out of the danger stage, as just as much care is taken to degerminate the corn used and in selecting sweet, digestible grains as in making the Chick Food. It is rich in digestible protein and makes an ideal food after the fourth or fifth week.

Like the Chick Food, each bag contains a small, separate sack of Model Beef Scrap, to be hopper fed : and as it contains no grit the chicks should have a hopper of grit from which to supply their needs.



WHITE ROCKS

PROFITABLE FEEDING



THE MODEL SCRATCHING FOOD

GUARANTEED ANALYSIS

Digestible Protein,	12.00	per cent.
Fat,	2.50	" "
Price, f.o.b.,	{ 50-lb. bag	\$1.15
Buffalo,	{ 100-lb. "	2.00

The Model Scratching Food contains a large assortment of cracked and small grains and gives the hens just the assortment they need. The corn is cracked to a uniform grade and the sharp edges scoured off and the flour and small particles screened out, so that it does not flour in the bag and there is no waste.

It is intended to be both hopper fed and to be scattered in the litter. This method of feeding the Model Scratching Food makes egg production profitable. I visited an egg farm in late July when the hens were beginning to moult. They had been mash fed and the egg yield had fallen to ten or twelve eggs a day. At my suggestion the owner put them on the Model Scratching Food hopper feed. Inside of two weeks the egg yield had jumped to eighty or ninety eggs a day, although the hens were still badly in moult. It is an excellent winter feed and will produce a large egg yield and keep the hens in prime condition.

As a meat food is necessary to balance up all grain rations, a small sack of Model Beef Scrap is also included in each bag of Scratching Food. Hopper feed it, so the hens can have it according to their needs. Do not forget the hopper of grit, as this feed does not contain grit.

PROFITABLE FEEDING



THE MODEL BROILER MASH

GUARANTEED ANALYSIS

Digestible Protein, 19.00 per cent.
Fat, 4.00 " "

Prices, f.o.b., { 50-lb. bag, \$1.15
Buffalo, { 100-lb. bag, 2.00

The Model Broiler Mash is for forcing broilers and roasters. This feed is rich in protein, and will "flesh up" and "plump" the bird rather than put on layers of fat. It is exceptionally efficient in forcing broilers, and for preparing free range cockerels for market it cannot be surpassed. It is also excellent for preparing old hens for market.

It should be moistened and fed in a crumbly (not pasty) state.

THE MODEL EGG MASH

GUARANTEED ANALYSIS

Digestible Protein, 20.00 per cent.
Fat, 4.50 per cent.

Prices, f.o.b., { 50 lbs., . \$1.15
Buffalo, { 100 lbs., . 2.00

The Model Egg Mash can be fed wet or dry. It is very rich in protein and, if used as a wet mash, should be fed but once a day, and Scratching Food should be fed liberally in the litter. It can be hopper fed dry, using scratching food or cracked corn in the litter.

This food is rich in protein. It is an egg forcer and is intended for pushing late hatched pullets along to laying maturity, and for old hens that are disinclined to lay.



PROFITABLE FEEDING

THE MODEL CRATE FATTENER

Put up in 100-lb. bags only.

Prices, f.o.b., Buffalo, \$1.50 per 100 lbs.

This food is intended to be mixed with skimmed milk or buttermilk for crate fattening chickens or fowls. It is a valuable fattener for rangy farm-reared stock and old fowls. Mix soft with skim milk, and feed three times a day all they will eat. It can be used from two weeks to a month before it begins to pall on the birds, and will often put two pounds on a large-boned but lean bird in two weeks.



THE MODEL SPICED CLOVER



Prices, f.o.b., { 50-lb. bag, \$1.15
Buffalo, { 100-lb. bag, 2.00

This feed is made of clover, gluten, oil meal, etc., salted and spiced. It contains salts and mineral constituents in which vegetable foods are often found deficient. It will prove more valuable than greens or vegetables, as it is a tonic or appetizer as well, and can be profitably fed to chicks, hopper-fed roasters, or laying stock.

Mix with boiling water and cover with an old bag and let it steam for half an hour before using. Feed twice a week.

PROFITABLE FEEDING



MODEL BEEF SCRAP

GUARANTEED ANALYSIS

Digestible Protein,	63 00 per cent.
Fat,	10.00 per cent.
Prices, f.o.b.,	{ 50 lbs., . \$1.60
Buffalo,	{ 100 lbs., . 2.70

This meat food is prepared especially for me, is sweet and clean and entirely free from tankage. It is made from beef trimmings and runs very even in quality for meat food. You do not get tankage or hog digester one time, or perhaps mutton scrap another, running but thirty-five per cent. protein, but you get the same grade each time of pure beef scrap. Good meat food is one of the most important items in the poultryman's food list.

NOTE.—Special delivered prices made on quantity orders for all Model Poultry Foods.

GRIT AND SHELL

Fowls having no teeth, grit is as necessary as food, as without the grit the food cannot be digested. For baby chicks it should be scattered in the litter with the feed. Otherwise it is best to put it in a hopper when the fowls can always have access to it.

Price of Cubical Grit, f. o. b., Buffalo, 60c. per 100 lbs. or 50c. per 100 lbs. with feed orders. Put up in 100-lb. sacks only. Three sizes—fine for chicks; medium for broilers; and coarse for fowls.

Price of Oyster Shells, f. o. b., Buffalo, 60c. per 100 lbs. or 50c. per 100 lbs. with feed orders. Put up in 100-lb. sacks only. Three sizes—fine for chicks or pigeons; medium for broilers; and coarse for fowls.

PROFITABLE FEEDING

SPECIAL DUCK FOODS

A matter for correspondence. I have a food to produce hatchable eggs, one for baby ducklings, and others for the various stages of growth. I have been able to grow a five-pound duck in seven weeks. If you are raising ducks and are not satisfied with your methods, I shall be glad to have you write me.



FULL FLEDGED DUCKS AT NINE WEEKS

EXPERIMENTAL WORK FOR 1905-06

Next season I shall carry on more extensive experiments than before. At the Lakewood Farm will be wintered the coming season over 4,000 laying hens. Outside of the large egg output, which will be double or treble next year, the rearing of winter broilers will be extensively engaged in. At the Truslow Duckery 35,000 ducklings were marketed the past season, and this will be largely increased the coming year. Winter-broiler and soft-roaster growing will also be carried on. On both these plants we shall make extensive experiments to determine more efficient methods and feeds, if possible, or prove up old ones. Both of these plants are already money makers—probably as profitable plants as there are in existence. At Lakewood, it is customary to get ten cents above the market price for the egg output, eggs being put up in sealed packages and sold under the Lakewood Brand. Mr. Truslow has long secured a premium for his

PROFITABLE FEEDING

extra fine celery-fed ducklings. My experiments are tending to make both plants yet better payers ; and on the other hand the coöperation of men so able as Mr. Brown of the Lakewood Farm, and Mr. Truslow, cannot but result most profitably to my customers, both present and prospective, and the poultry industry at large.

It has been my constant aim during the many years I have been engaged in the manufacture of Incubators and Brooders to help build up the poultry industry by improved methods. The progress made during the past ten years has been very marked, and while poultry is now being reared on a more extensive scale than ever before, prices continue firm, with a tendency to still higher prices. Beef and mutton grow scarcer and higher in price each year, by reason of the immense growth of the country's population, which, moving westward, is settling up the prairies and cutting up the large ranches, rendering it impossible to produce meats as abundantly and cheaply as heretofore. Poultry and eggs must, therefore, be depended upon more and more to supply the demand for meat food. The supply has never yet equaled the demand, and notwithstanding the rapid growth of the industry there is little prospect that prime poultry and fresh eggs will ever be produced in such proportions as to materially affect the market and lower the price.

TESTIMONIALS

WAYLAND, N. Y., Sept. 11, 1905.

MR. C. A. CYPHERS, Buffalo, N. Y.

Dear Sir,—In reference to the Scratching Food and Beef Scrap, I can hardly believe that the hens have done as well as they have. When I was feeding mash in the morning they were badly in moult and were laying from ten to fifteen eggs a day. About a week after I started the Scratching Food with Beef Scrap in the hoppers, they commenced laying and are picking up right along. We are now getting from eighty to ninety eggs a day. Some of the hens are badly in moult while others have nothing but quills all over their bodies. They are coming through their moult in fine shape, and I must say I never saw hens laying before when in moult.

Yours very truly,

R. HERMAN.

PROFITABLE FEEDING



Lakewood Farm Company

BREEDERS OF

Lakewood Farm Layers—The Great Profit Payers
Single Comb White Leghorns Bred for Business

Eggs for Hatching, Incubator Chicks, Breeding Birds for Sale

Express and Freight Station

Post Office

Lakewood, N. J.

Burrsville, Ocean Co., N. J.

LAKEWOOD, N. J., Oct. 1, 1905.

MR. CHAS. A. CYPHERS, Buffalo, N. Y.

My dear Sir,—We have just finished rounding up our young stock that has been on range, and find we have ended one of the most successful seasons we have ever had. Looking back over the ground, and noting the results from the "Model" appliances and feeds, it makes us say that you have mastered the poultry proposition in every detail. We see no way in which you can better your products.

You have our sincere appreciation and kindest wishes for your future success (which is assured), and your "Model" Incubators, Brooders, Foods, etc., will revolutionize the entire poultry business when they become well established.

We are yours very truly,

LAKEWOOD FARM CO.,

A. G. BROWN, President.

BUFFALO, N. Y., May 8, 1905.

MR. CHAS. A. CYPHERS, Buffalo, N. Y.

Dear Sir,—Up to date have hatched over 500 chicks but had lost more than half of them when I secured your Model Nursery Chick Food. After beginning to feed this exclusively to those that remained, the mortality at once decreased. I have also been feeding it to a new lot for two weeks now and have not lost a chick, and they are already as large as the older chicks started on the improper feed. Wishing you continued success, I am,

Yours very truly,

EDWARD F. GRETH.

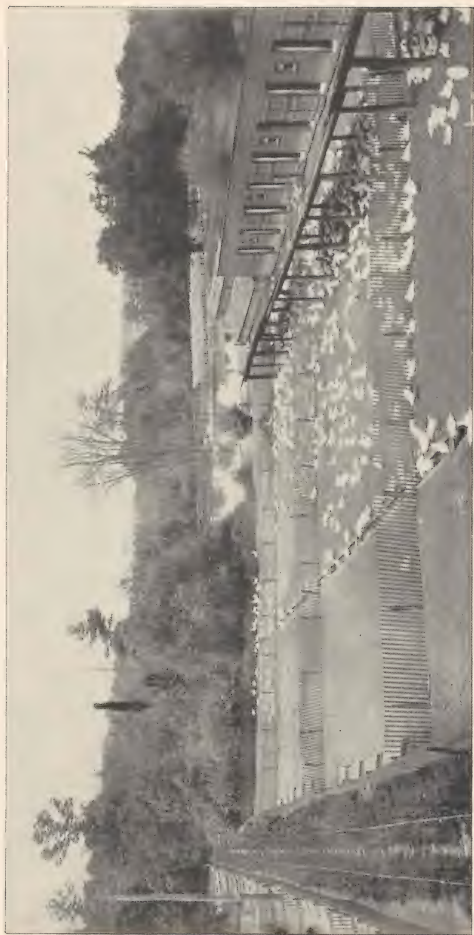
SUFFOLK, VA., October 23, 1905.

MR. CHAS. A. CYPHERS, Buffalo, N. Y.

Dear Sir,—The food which I purchased from you is simply fine. Since I have been feeding it I have been getting from forty-eight hens on an average of twenty-nine eggs per day for the past two or three weeks. They are increasing every day.

Yours very truly,

F. W. SAMPSON.



THE TRUSLOW DUCKERY

PROFITABLE FEEDING



STROUDSBURG, Pa., Sept. 12, 1905.

MR. CHAS. A. CYPHERS, Buffalo, N. Y.

Dear Sir,—The duck season is now about over and I am going to fill up my four brooders with five or six thousand chicks for broilers. Your different feeds have worked so well in the past that I do not expect to use anything else in raising these broilers. Please ship me one ton of Nursery Chick Food, two tons of Growing Chick Food, and two tons of Broiler Mash. That will do for a starter, but I will want more later on.

Last year I hatched 3,300 chicks and marketed 2,800 of them by your way of feeding, and that in winter time, marketing them in February before the duck season began.

I have been raising ducks for eighteen years and I thought I knew something about feeding them, but that duck feed you wished me to experiment with proves that your feed and methods are far ahead of mine, and I will be pleased next season to join you in some very extensive experiments on ducks to see if we cannot improve on the present methods.

Yours truly,

WM. H. TRUSLOW.

SEWELL, N. J., Sept. 28, 1905.

MR. CHAS. A. CYPHERS, Buffalo, N. Y.

Dear Sir,—Having made a trial of your duck-growing food, I find it is all you claim for it, as it will produce a four pound duck in seven weeks. After killing the twenty-five I tried it on, I found none under four and some very near five pounds. They are quicker in marketing than those on my feed, so I think you may look for an order from us next season for the food.

Hoping this is satisfactory to you and that our results will please you, I remain,

Yours truly,

BYRON PATTERSON, *Manager,*
Schmidt's Poultry Farm.

PROFITABLE FEEDING



THE MODEL.

OIL CITY, Pa., June 20, 1905.

MR. CHAS. A. CYPHERS, Buffalo, N. Y.

Dear Sir,—We purchased twenty-six of your No. 3 new Model machines in February, 1904, and after running them a season in competition with the old Cyphers Incubator Company machines, we were so well satisfied with their work that we asked you to remodel the forty-nine Cyphers Incubators we were then using, which you did in March, making them like the Model. They have since run more evenly than previously, and have given us better satisfaction.

We are well satisfied that the Model is the best machine we have used, as it is more accurate in temperature, hatches a larger percentage and more vigorous chickens and duck, and the workmanship on the machine is superior. Your seven No. 4 machines have broken all records with us, for they have made an average of 91 per cent. of the fertile eggs. We have now 37,000 ducklings on the plant and have been shipping three months, and the ducklings are coming at the rate of 500 a day. This bears out the fact that the Model is the best incubator on earth.

Very truly yours,

PATRICK McEvoy, Manager.

THE MATTHEWS-NORTHROP WORKS, BUFFALO AND NEW YORK.

